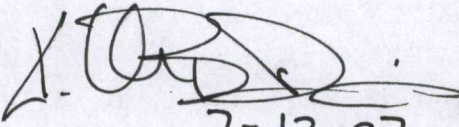


## EFFICACY REVIEW

**PRODUCT:** SVP7  
**FILE SYMBOL:** 83399-A  
**DATE:** July 12, 2007  
**DP BARCODE:** D341594  
**DECISION NUMBER:** 373247  
**GLP:** N/A  
**CHEMICAL:** Permethrin (36.08%)  
Dinotefuran (4.95%)  
Pyriproxyfen (0.44%)  
**CHEMICAL NUMBER:** Permethrin.....109701  
Dinotefuran.....044312  
Pyriproxyfen....129032  
**PURPOSE:** Review of label dated July 11, 2007  
**MRID:** N/A  
**TEAM REVIEWER:** Rita Kumar  
**EFFICACY REVIEWER:** Kable Bo Davis, M.S., Entomologist

  
7-12-07

### BACKGROUND:

SVP7 is intended for the treatment and prevention of ticks, fleas, and mosquitoes on dogs and puppies over seven weeks of age. The application rate is: 0.06 fl oz for weights 2.5 to 20 lbs., 0.12 fl oz for weights 20 to 55 lbs, 0.16 fl oz for weights 56 to 95 lbs, and 0.3 fl oz for over 95 pounds. The directions for use state that to part the hair between the shoulder blades and to slowly apply the product to the skin until the applicator is completely empty. The number of spots to apply varies upon the weight of the dog. The product should be repeated monthly, and must never be used on other animals, including cats.

### RECOMMENDATIONS:

1. The following claims are not supported for dogs weighing over 95 pounds and must be either deleted from the label or revised to specify for fleas only.
  - *"Quick onset of activity (kill) within 2 hours"*
  - *"SVP7 contains dinotefuran, a (NEW first 6 months) neonicotinoid insecticide with knockdown in less than 2 hours"*